

Deliverable D7.3

Dissemination, Communication & Networking Report (Initial)

Project Acronym:	URBANAGE	
Project title:	Enhanced URBAN planning for AGE-friendly cities through disruptive technologies	
Grant Agreement No.	101004590	
Website:	www.urbanage.eu	
Version:	1.0	
Date:	24/01/2022	
Responsible Partner:	21c	
Contributing Partners:	AIV, ATC, ENG, TEC, UH, SANT	
Reviewers:	Claudia Vicari (ENG) Patricia Molina (TEC)	
Dissemination Level:	Public	x
	Confidential – only consortium members and European Commission	

Revision History

Revision	Date	Author	Organization	Description
0.1	27/07/2021	Susie Ruston McAleer	21c	ToC
0.2	28/12/2021	Susie Ruston McAleer, Laura Gavrilut	21c	Communication & Dissemination Content
0.3	04/01/2022	Lieven Raes	AIV	Standardisation Content
0.4	04/01/2022	Maritini Kalogerini	ATC	Exploitation Content
0.5	05/01/2022	Giuseppe Ciulla, Eneko Osaba Icedo, Christoph Fink, Juan Echevarria Cuenca	ENG, TEC, UH, SANT	Standardisation Content
0.6	10/01/2022	Susie Ruston McAleer, Laura Gavrilut	21c	First Draft for Review
0.7	11/01/2022	Claudia Vicari, Patricia Molina	ENG, TEC	Internal review
1.0	24/01/2022	Susie Ruston McAleer, Laura Gavrilut	21c	Final version

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List of abbreviations

Abbreviation	Explanation
BDVA	Big Data Value Association
DoA	Description of action
DTC	Digital Twin Consortium
EC	European Commission
ENISA	European Union Agency for Cybersecurity
EU	European Union
EWRC	European Week of Region and Cities
GDPR	General Data Protection Regulation
IDSE	Integrated Decision Support Environment
ISA	Interoperability solutions for public administrations, businesses and citizens
JRC	Joint Research Centre
NGSI-LD	Next Generation Service Interfaces – Linked Data
OASC	Open and Agile Smart Cities
OpenMI	Open Modelling Interface
OGC	Open Geospatial Consortium
OSM	Open Street Map
SAML	Security Assertion Markup Language
SAREF - ETSI	Smart Applications Reference - European Telecommunications Standards Institute
SCEWC	Smart City Expo World Congress
SEMIC – LDES	Semantic Interoperability Community – Linked Data Event Streams
SDO	Standards developing organization
UDT	Urban Digital Twin
W3C	World Wide Web Consortium
WP	Work Package

1 Executive Summary

This document provides an early-term report for communication, dissemination and networking activities in the URBANAGE project (under work package 7 – Sustainability & Awareness). The aim of the deliverable is to take stock of the events of the past year, measure progress against KPIs, capture lessons learned and provide a new plan with which to manage WP7 actions, in pursuit of attaining project objectives, during URBANAGE's second year of operation.

During the first eleven months of the project, URBANAGE has participated in 13 conferences, attracted 100 new followers on Twitter, 263 relationships on LinkedIn and established itself in 2 data-driven decision-making clusters. Activities which provide a solid foundation for future dissemination of results.

Areas for improvement in the year ahead include increasing traffic to the project website (rather than the conference websites of others) and broadening the geographic coverage of the project to include the whole of Europe (currently the project has been viewed by participants from 36 countries globally). Plans have been put in place to achieve these goals.

In addition to undertaking awareness raising activities, the WP7 Communications and Dissemination team produced 5 official Deliverables during this period:

- April 2021 – D7.2 URBANAGE Portal
- July 2021 – D7.6 Standardisations Plan & Report (Initial)
- July 2021 – D7.1 Impact Realisation Roadmap (with Communications material)
- January 2022 – D7.3 Dissemination, Communication & Networking Report (Initial)
- January 2022 – D7.8 Business and Exploitation Scenarios (Initial)

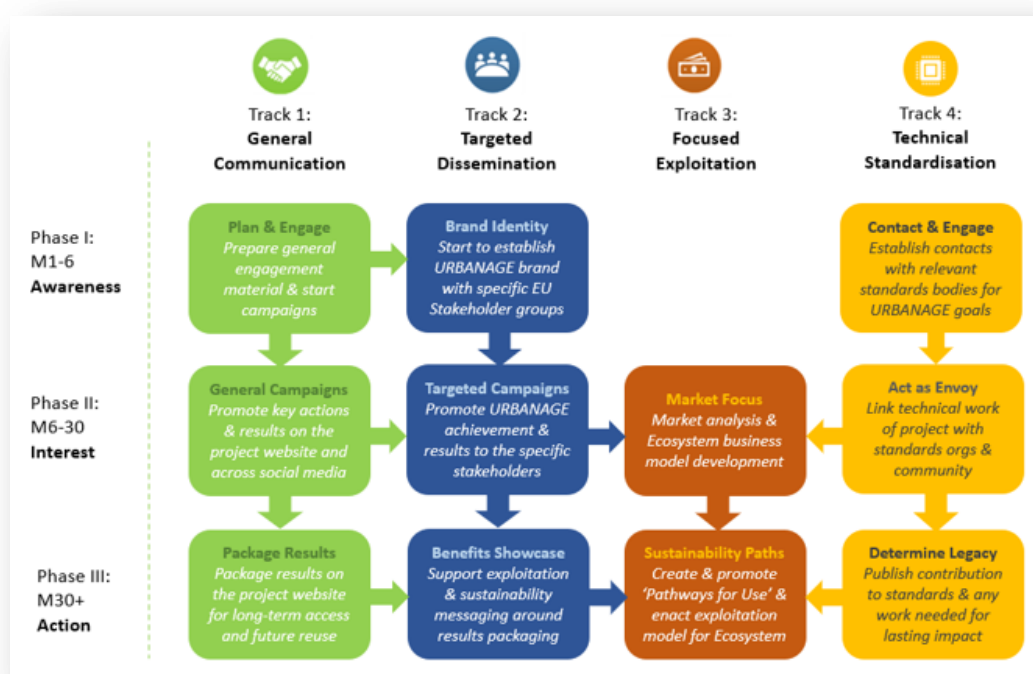
Moving forward, the project is embracing learnings from the first year and has created a new plan of actions for 2022, a first outline of which can be found in Appendix B of this report in the new Dissemination Kit for Partners. A second version of this deliverable will be submitted at the same time next year which will review communications and dissemination progress and achievements in 2022 before providing the plan of action for 2023 and beyond.

2 Introduction

2.1 Overview

The dissemination and communication work of URBANAGE during the first year focused on raising awareness of the need for age-friendly cities, and how new technologies can support more effective urban planning, among outside stakeholders. These activities have addressed: civil servants, urban planners, technologists, academics, the research community and older people that are related to the scope of the project.

Figure 1: Recap of the Impact Roadmap



The objectives for the first 6 months – Phase I Awareness - were to:

- **COMMS - Plan & Engage:** Prepare general engagement material and start awareness campaigns
- **DISSEM - Brand Identity:** Start to establish URBANAGE brand with specific EU stakeholder groups
- **STANDARDS - Contact & Engage:** Establish contacts with relevant standards bodies

The project is currently less than a quarter way through the second phase 'Interest':

- **COMMS – General Campaigns:** Promote key actions and results on website and social media
- **DISSEM - Targeted Campaigns:** Promote results with specific stakeholders
- **EXPLOITATION - Market Focus:** Undertake market analysis and business model development
- **STANDARDS - Act as Envoy:** Link technical work of the project with the standards community

Based on the objectives above, planned activities covering both phases focused on:

- **Building the project web-site:** An easy access website to host project knowledge, news and results.
- **Messaging & material development:** Kit with campaign messages, materials and graphics.
- **Creating a database of contacts:** Constantly growing and includes people registered via the website.
- **Presence at conferences:** Attending and presentation URBANAGE vision at conferences.
- **Clustering:** Building working relationships with a number of projects with similar aims.
- **News updates:** Capturing and sharing early achievements by the project.

2.2 Deliverable Structure

This document is the first of 3 dissemination updates in URBANAGE. The document is structured as follows:

- Section 2 presents an introduction to this deliverable.
- Section 3 describes the activities undertaken during the 'Awareness' (6 month) phase of the communications, dissemination and standardisation strategy.
- Section 4 reports on the activities that have launched the 'Interest' phase of the communications, dissemination, exploitation and standardisation strategy.
- Section 5 reviews the progress of dissemination activities against the KPIs, capturing lessons learned and providing recommendations for any corrective measures.
- Section 6 outlines a high-level plan of action for the year ahead, continuing the 'Interest' phase.
- Section 7 delivers a conclusion to the report.
- Appendix A showcases the work on the URBANAGE EWRC workshop.
- Appendix B provides an updated 'Kit for Partners' which contains a timeline and content creation plan for 2022 along with some new materials to be adopted for dissemination.

3 Outcomes Delivered During Phase I: Awareness

3.1 Communication (21c)

The Communication objective for the first 6 months of the project was to prepare general engagement material and start awareness campaigns.

3.1.1 Website Use

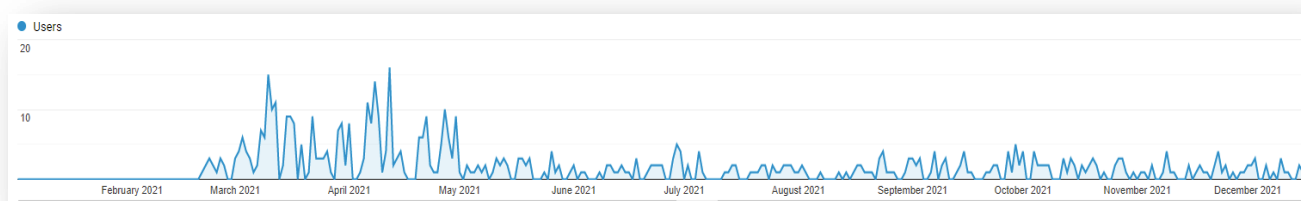
The first version of the website was set in place ready for the project kick-off meeting. This enabled partners to provide feedback on the content and structure from day 1. The following months were spent updating the website based on feedback before it was officially launched. A Google Analytics account was set up on February 19th, 2021 in order to provide valuable insights that the project team could utilise to improve communications. The chapter below reports on these findings with the statistics representing the period between the 19 February 2021 – 31 December 2021.

Visitor Numbers

The website received **726 visitors** who visited 1,976 pages with an average session duration of **03:03 minutes**. The original target was to have 1,500 visitors a year spending a minimum of 2 minutes on the website. Whilst the time spent KPI was exceeded, reasons for falling short of the visitor KPI include: (1) Lack of original content on the website to encourage new visits – note public deliverable output for re-leverage was low during this period, (2) focus on promoting the event sites URBANAGE was going to be present at rather than the website and (3) low volume of posting.

Renewed focus on directing traffic to the URBANAGE website across social media via original content from the projects deliverables begins again in January 2022 with the goal to catch up on year one’s target and meet year 2’s target over the next 12 months. All project partners will be asked to help support this goal.

Figure 2: Graph of visits to Urbanage.eu

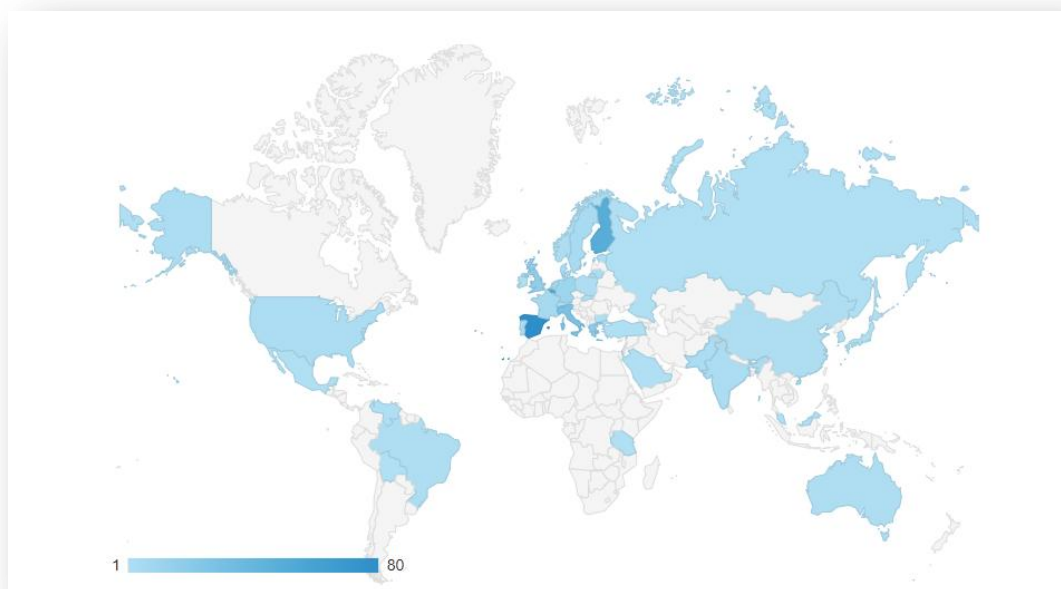


Geography

Visitors to the website came from across the Globe; 39 different countries and 151 different cities with the top 3 countries (Spain 25%, Belgium 19% and Finland 15%) correlating with the project pilot locations. The map below provides a snapshot of where visitors came from. On first glance it is clear to see gaps in

coverage in Central and Eastern Europe. The Communications team will research networks and events in these areas and aim to expand reach across the whole of Europe in year 2.

Figure 3: Countries that visited Urbanage.eu



Access Data

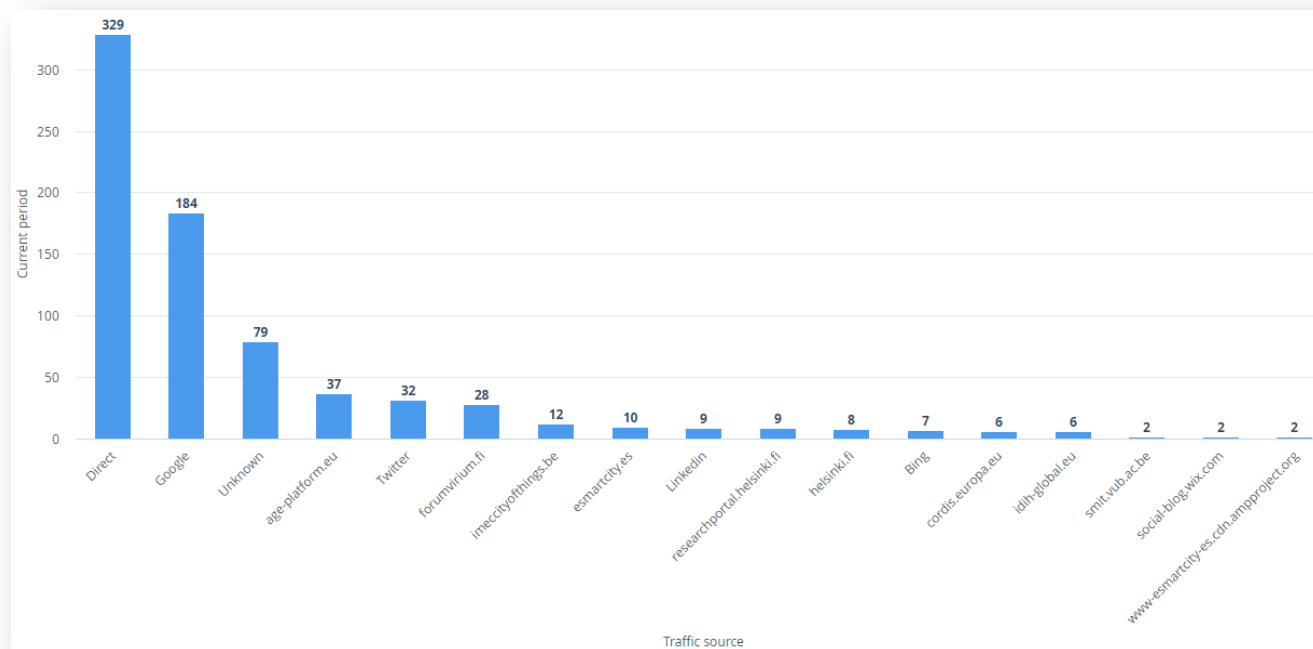
It is interesting to see that 81% of visitors are accessing URBANAGE via a desktop device, with only 19% accessing via a mobile phone or tablet. The website is fully optimised and responsive for all devices, so this figure is indicative that people are accessing the website for work purposes. This knowledge is useful for further design work as the team improves the website in 2022.

Table 1: Devices used to access URBANAGE.eu

Device Category	Users
Desktop	81.10%
Mobile	18.6%
Tablet	0.30%

Looking at how people access the site, people are mainly entering through direct searches and Google, followed by social media and the websites of project partners. To extrapolate this momentum further all partners will be encouraged to post news about the project via their websites. The search engine optimisation features in the hosting platform will also be reviewed and built upon.

Figure 4: Top traffic sources



Page Stats

The figure below shows the top 10 most visited pages on URBANAGE.eu. The Homepage leads the ranking with almost 50% of all the page views. About the Team is the second most popular page, showing us that people are interested in who is delivering the project. Ranking 3rd is the Contact us page followed closely by the News page. The team would like to increase the News page ranking over the next 2 years and have results pages appear in the top 5 visited pages.

Figure 5: Top 10 most visited pages

Page	Pageviews	% Pageviews
1. /	983	49.75%
2. /team	219	11.08%
3. /contact8	79	4.00%
4. /news	75	3.80%
5. /helsinki	61	3.09%
6. /team-business-cards	54	2.73%
7. /post/first-meeting-of-urbanage-digital-innovation-project-for-ageing-well-in-cities	50	2.53%
8. /santander	50	2.53%
9. /blog	40	2.02%
10. /flanders	40	2.02%

To improve the usefulness of the Google Analytic content, URBANAGE has signed up to receive demographic profiling of the visitors that access the site. This information will be reviewed during the second year of the project to try and extract more actionable intelligence about who is visiting the site and how. This information will be used to inform website changes as well as other dissemination material.

As the project moves further into the second phase ‘stimulating interest’ part of its lifecycle, the website will be reviewed based upon overall project outcomes to-date, including findings from the exploitation workstream. An overall value statement will be created for the project and the website restructured to better help target users access the information they need to get started on their journey to embrace disruptive technologies for more inclusive, evidence driven, urban planning.

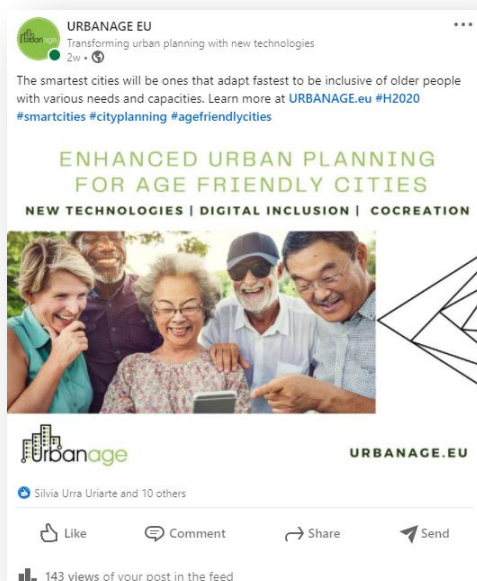
3.1.2 Material Use

Communication material designed to support awareness raising was developed during the 6-month preparation phase and can be **found within the D7.1 Impact Realisation Roadmap** deliverable and therefore not repeated here. Project partners can access and use the material from the shared Teams project management site. The rest of this sub-chapter looks at how the material was used.

Brochures

A tri-fold brochure and post-cards were developed for partners to use as outreach at events. Due to the global-impact of Covid-19, the majority of events the project participated in continued to be virtual meaning these items were not printed and used as often as they would have been in pre-Covid times. To ensure the work still delivered value, the Comms team used them in social media posts on LinkedIn and Twitter. The material will continue to be used as the project enters 2022.

Figure 6: URBANAGE postcard used as social media graphic on LinkedIn (143 views)



Roll-Up Banner

As conference attendance and support was predominantly virtual in 2021, the roll-up banner was only utilised by the pilot partners to give branding and legitimacy to their co-design workshops, thereby helping to build project recognition and trust with participants. In the case of Santander, the banner messages were translated into Spanish and images were replaced with local photos. The banners will be updated and available to all partners for customisation in 2022.

Figure 7: Roll up banner presenting the project at one of Santander's co-design sessions



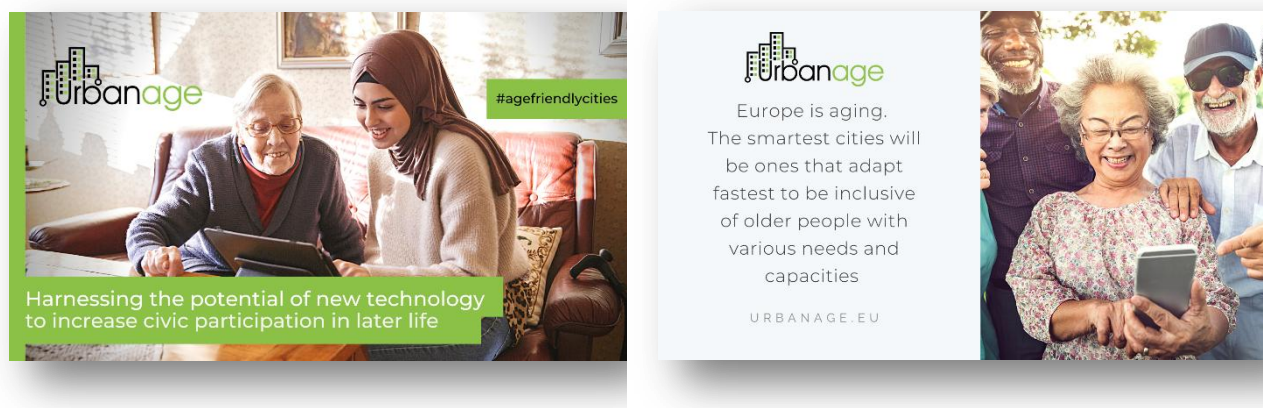
Sticker

The two stickers that were created for printing and distribution at conferences and events were not printed during this period. Instead, they were used as social media graphics and profile pictures for the project. The stickers will be repurposed and used at face-to-face events in 2022.

Social Media Graphics

A series of social media graphics were prepared and made available for the consortium. These formed the basis of the general awareness raising messaging across social media. The images were mainly used by the official URBANAGE channels on LinkedIn and Twitter. These images will continue to be used at the start of 2022, with the addition of new images into the mix based on public deliverables.

Figure 8: Social Media Graphics Sample available for the consortium



3.1.3 Social Media Review

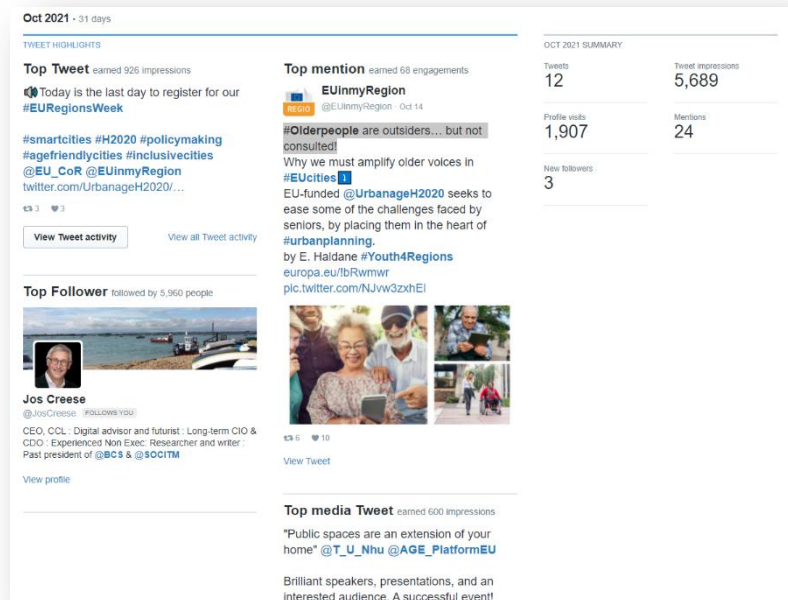
Twitter

In the past 10 months since the URBANAGE Twitter account was established, **100 new followers** joined the account to take the total number of followers up to 889. Followers are mainly a mix of Smart City experts and policy officers plus academics and researchers specialising in aging. A new campaign on engaging urban planners has just been launched to increase the numbers of this demographic in the ecosystem. These individuals are being targeted/followed directly via Twitter search and their Tweets reviewed to understand the hashtags they are using (e.g., #InclusiveDesign #UrbanDesign) so URBANAGE can leverage and better reach other similar individuals.

The project posts on average 12 original tweets a month using general awareness messaging (found in D7.1 Impact Realisation Roadmap, Kit for Partners Annex) and also engages daily with other projects and initiatives by commenting and retweeting on their posts. The projects top tweets all feature close up pictures of 'happy people', a finding that will be carried forward into the design of new social media

graphics. Our most mentions come from posting more controversial statements. The numbers of original posts will rise as results are delivered and shared by the project.

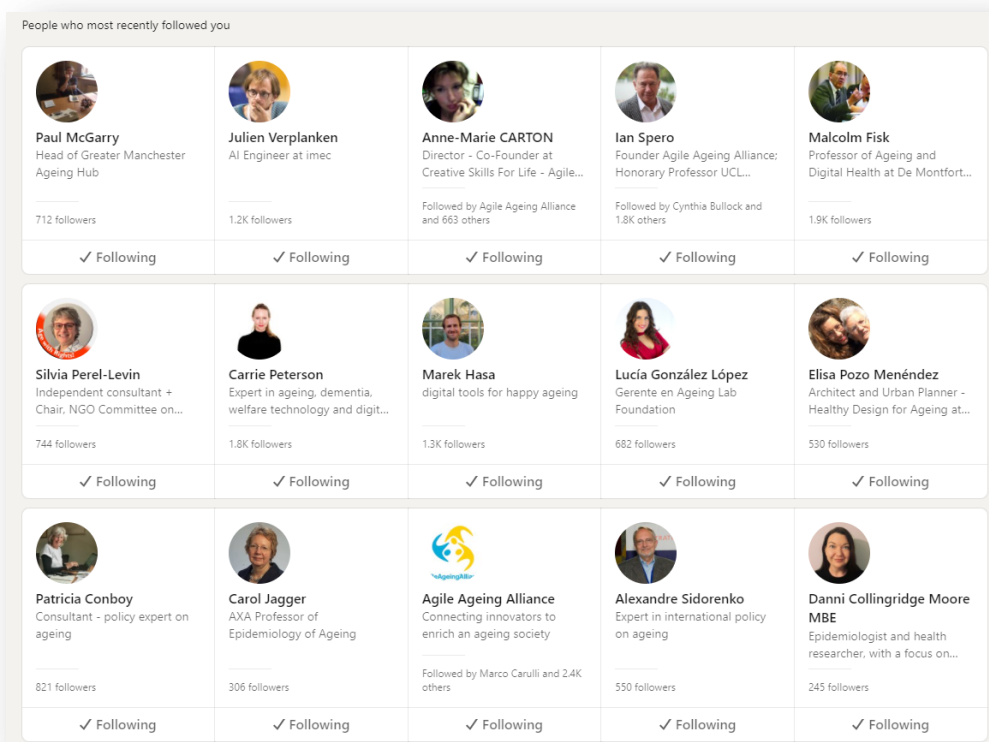
Figure 9: Example of Twitter Statistics for October 2021



LinkedIn

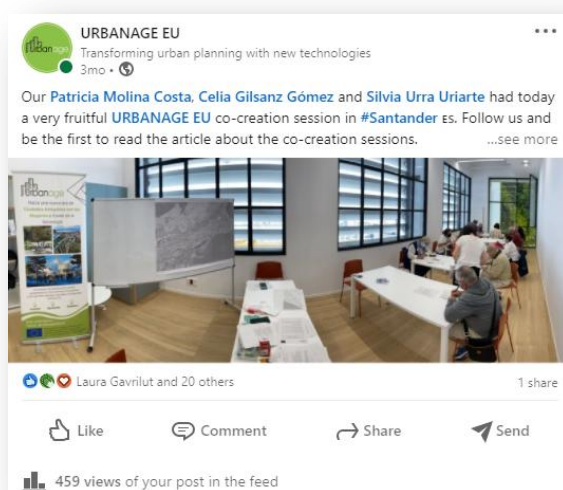
In the last 6 months since the URBANAGE LinkedIn account was established the project has grown to have **263 relationships** (143 followers and 120 connections). To grow the number of relationships the Comms Team reached out to establish links with individuals who work in the ‘aging’ and/or ‘urban planning’ field. As a result, URBANAGE has been more able to craft its target market on LinkedIn than on Twitter, making this channel an important one for future dissemination.

Figure 10: Recent followers of the URBANAGE LinkedIn account



Each post the project makes receives over 100 views, with those mentioning specific project partner individuals racking up views into the 400’s. This is a tactic the project will develop as work moves ahead to ensure posts achieve maximum impact.

Figure 11: Examples of post and views



SlideShare

4 presentations have been added to the URBANAGE SlideShare account. They have not been widely promoted yet. In the past 2 months **84 people have viewed the decks**. The Communications Team will begin to fully utilise this channel, potentially embedding it within the URBANAGE website, more as the project moves more from general awareness raising to dissemination of results.

3.1.4 News and Newsletter Results

The first Newsletter, dedicated to the European Week of Regions and Cities, was sent to the whole consortium to distribute to their networks and to the 7 people that had registered on the website at that time. Since then, 33 new people have signed up to receive the Newsletter. In the first quarter of 2022, the communication and dissemination lead will embed newsletter sign-up messages within its social media posts to try and increase the number of people that register for the URBANAGE Newsletter, and then begin quarterly news offerings. In the meantime, the project has used the Blog feature on its website to communicate achievements and share these over social media.

Note, URBANAGE project is GDPR compliant and will not send any Newsletters or messages without the intended recipient having opted in to receive news.

3.2 Dissemination (21c)

The dissemination goal for the first 6 months of the Awareness Phase was to start establishing the URBANAGE brand with specific EU stakeholder groups.

3.2.1 Brand Identity

The project started using a temporary logo created by 21c as part of the proposal preparation process. As part of the brand identity exploration, the Consortium explored additional variations before settling on the current one in use today. The logo is used on all communications material.

3.2.2 Networking

Dissemination activities kicked off by reaching out and establishing links with relevant networks across social media and by email/messaging. The aim being to establish an ecosystem that can help support the targeted dissemination of results as they are generated by the project. Face-to-face networking was severely limited during 2021 due to Covid restrictions and the fact that many events were virtual. This made it harder to meet and build rapport with individuals, nevertheless network links established to date include:

Table 2: Networks engaged with in 2021

Network	Engagement Action
Aging	
European Aging Network (EAN)	Emailed requesting meeting in January
En(aging)	Submitted presentation proposal to their conference
Manchester Urban Aging Research Group	Co-presented an URBANAGE workshop
AGE Platform Europe (URBANAGE Partner)	Amplifying project messages and news
Agile Ageing Alliance (2.4k followers, 500+ connections)	Follows and engages with us on LinkedIn
Active Assisted Living Programme (2.6k followers, 500+ connections) (URBANAGE Partner)	Follows and engages with us on LinkedIn
Help Age International	Connected on LinkedIn and through AGE Platform EU
International Federation on Aging (in USA)	Connected on Twitter, sharing inclusion thoughts
United Nations Development Programme	Linked through existing contact, discussing inclusion
Adinberri Foundation (innovation in healthy aging)	Emailed TEC requesting meeting in March 2021
Urban Planning and Policy	
Living-In.eu	Meetings, shared events
URBACT	Reached out to their inclusion networks and cities
URBAN Planning Group (93k members)	Joined LinkedIn Group
Technology for Urban Planning (11k members)	Joined LinkedIn Group
Open and Agile Smart Cities (OASC)	Through partner memberships
Major Cities of Europe	Preparing for presence at annual conference in 2022
European Network of Living Labs (ENOLL)	Will be contacted in 2022 to co-organise events
Research	
Global Forum (Think Tank)	Consulted on digitisation topics for next Conference
European Week of Regions and Cities (EWRC)	Held a workshop on Aging in 2021
Samos Summit (Focused on digital gov)	Exploring presence at their annual summit 2023
Horizon Booster	Supporting URBANAGE aims as part of a Cluster

AGE Friendly Innovation Exchange (AFIX)	Contributed to their Spring 2021 newsletter
Business	
Smart Cities Marketplace	Tecnalia presented at Integrated Planning Action Cluster Workshop
Big Data Value Association	Through ENG being a board representative
FIWARE	Multiple partner links and cooperation
Mastercard	Meeting with Government Centre of Excellence
Microsoft	Meeting planned with their urban digital twin team

3.3 Standardisation (AIV)

The standardisation goal for the first 6 months of the Awareness Phase was to establish contacts with relevant standards bodies.

3.3.1 Engagement Actions

The D7.6 Standardisation plan and report (Initial) focussed on notifying the relevant standardisation organisations and bodies, their relevant standards and potential usage in URBANAGE. Many technical partners are members of standardisation organisations like W3C, OGC, ISA², BDVA, OASC, DTC, IDSE and ENISA. Where relevant, the URBANAGE project was communicated in these networks.

3.3.2 Results

A first result is the standardisation plan consisting of an overview of standards that can be used and tested as is. Examples are SEMIC – LDES, W3C – Dublin Core, ISO 19115 and 19139, SAML – OASIS, Inspire – EC/JRC, to name a few. A second part of the standardisation plan is to assist in extending existing standards via cooperation with SDO's. A first list of potential standards where improvements or changes are necessary where listed. Examples are NGSI-LD and SAREF - ETSI, CityGML and OpenMI – OGC, Open Street Map – OSM.

4 Outcomes Delivered During Phase II: Interest

4.1 Communication (21c)

The second 6 months of this period involved the Communications Team promoting key actions and results on the website and social media.

4.1.1 General Campaigns

The general awareness raising campaign (outlined in D7.1 Impact Realisation Roadmap) expanded on an ad-hoc basis to cover the showcasing of early results from the project whenever they occurred. These included:

- Conference and events the project was speaking at.
- Links to the UN International Day of Older Persons.
- Pilot cocreation workshop activities.

Figure 12: Examples of additional ad-hoc posts/messages



Leveraging common hashtags by the community such as #AWorld4AllAges helped URBANAGE to be seen by a wider audience. As the project enters its second year, URBANAGE will step up its posting regime, scheduling re-posts of its most engaged with content to increase impact.

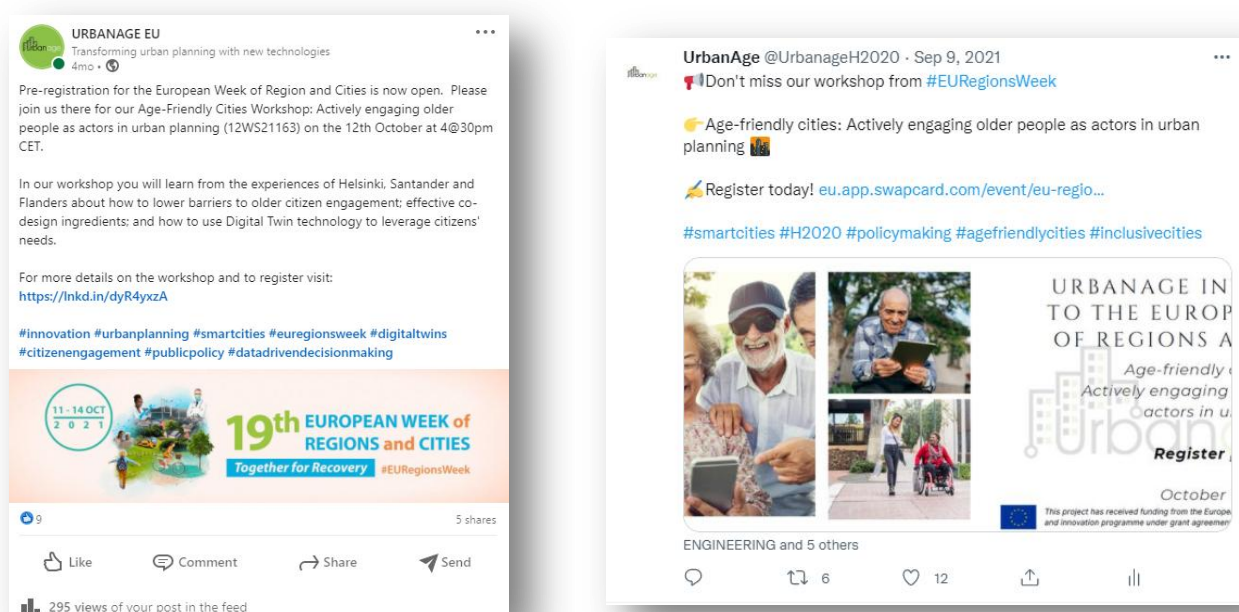
4.2 Dissemination (21c)

The latter half of the year launched the period of promoting project results with specific stakeholders.

4.2.1 Targeted Campaigns

The targeted campaign during this period focused on a registration drive for URBANAGE’s workshop at the European Week of Regions and Cities (EWRC) conference. After receiving a successful result from the workshop proposal stage, the Comms Team coordinated the crafting of a 90-minute workshop involving 4 speakers, stakeholder videos, and a Q&A session (see Appendix A for outline). To guarantee the workshop going ahead, EWRC asked coordinators to ensure a minimum of 50 participants were registered for the session. As multiple workshops were taking place at the same time, this required URBANAGE to stand out and proactively target potential participants. The Comms Team with the help of AGE Platform Europe and other project partners undertook regular social media posting about the workshop on Twitter and LinkedIn, and reached out to relevant projects and contacts to ask them to help spread the word, along with a specialised newsletter release. The campaign was a success as the workshop **attracted over 100 registrations** and participants. A video recording of the workshop is provided in the project website¹.

Figure 13: Targeted campaign examples



¹ [Videos | Urbanage](#)

Moving forward, a new targeted dissemination campaign is currently being created around the deliverable D2.2 User Engagement Guidebook and Strategy for Senior Citizens. This WP2 deliverable (led by IMEC) is based upon desktop research and focus group outcomes from the pilots and contains guidelines and recommendations that would be useful for both (a) Urban planners and policy makers, and (b) researchers. Content will be extracted from the deliverable to create ‘bite-size’ engaging material created specifically for each audience group (see Appendix B). Targeted campaigns of this nature will be created for all public results as outlined in the Impact Roadmap.

4.2.2 Events

URBANAGE was represented in presentations at 13 events ranging from local workshops and country wide events (e.g., Urban Forum of Spain) to European and worldwide congresses, e.g., European Week of Regions and Cities (EWRC) and Smart City Expo World Congress (SCEWC). The table below provides a snapshot of activity.

Table 3: Events 2021

Event	Activity	Stakeholders Reached
ETAPAS workshop: Ethical Adoption of Disruptive Technologies across the Public Sector.	ENG presented URBANAGE project and the expected governance challenges related to the adoption of disruptive technologies in cities.	Research community, Industry, Civil society, Policy makers
DigitAll public conference: Conference organised by the EC.	URBANAGE was presented by ENG, AIV and 21c via a break out session.	Industry, General public, Policy makers
Smart Cities Marketplace: Action Cluster on Integrated Planning.	TEC co-moderated a session on Co-creation with local stakeholders featuring URBANAGE. URBANAGE was included in the factsheet distributed to participants.	Research community, Industry, Civil society, Policy makers
Online seminar “Ethics and Privacy in AAL”: Exploring Ethics and privacy focused on ageing well through ICT services.	AAL presented and promoted the vision and goals of URBANAGE, showcasing the focus of each of the pilot cities.	Research community, Industry, Policy makers, Investors, Customers
Urban Forum of Spain: An important open space for sustainable urban development in the country organized by the Ministry of Urban Agenda.	TEC organised a roundtable with FVH and Santander, presented URBANAGE and discussed local digital twins: <i>Technology for a more integrated and inclusive urban planning: the digital twins of the city.</i>	Research community, Civil society, General public, Tech

<p>European Week of Regions and Cities: Annual event during which cities and regions showcase their capacity to create growth, jobs, cohesion and good governance.</p>	<p>URBANAGE organised the workshop <i>Age-friendly cities workshop: Actively engaging older people as actors in urban planning</i> with 100+ registrations.</p>	<p>Industry, Civil society, General public, Investors, Policy makers</p>
<p>Smart Cities Marketplace: Action Cluster on Integrated Planning in an online event.</p>	<p>Patricia Molina from TEC participated as senior expert and Andrea Halmos from EC DG CNECT mentioned URBANAGE in her presentation.</p>	<p>Research community, Industry, Policy makers, Tech</p>
<p>Smart City Expo World Congress Barcelona: World reference event for all innovations related to sustainable smart cities.</p>	<p>Engineering, AIV and 21c, attended as delegates and promoted the URBANAGE project through networking and postcard distribution, as well as a floor speech on the FIWARE stand (via OASC).</p>	<p>Research community, Industry, General public, Tech</p>
<p>GEO Week 2021: Focus on use of open Earth observations, including satellite imagery, remote sensing and in situ data, to impact policymaking.</p>	<p>Lieven Raes from AIV attended and promoted the URBANAGE project, alongside the DUET and COMPAIR projects in his conference presentation.</p>	<p>Research community, Industry, Policy makers, Tech</p>
<p>Major Cities of Europe Annual Conference: Event that promotes the development of new services for citizens and local businesses.</p>	<p>Lieven Raes from AIV attended and promoted the URBANAGE ad DUET projects via conference speech. A stand has been secured at 2022's event.</p>	<p>Research community, Industry, General public, Policy makers, Tech</p>
<p>ECTP Conference 2021: The EU Construction Industry at the heart of Green and Digital Transitions</p>	<p>Silvia Urra from TEC presented URBANAGE in the panel discussion on <i>The role of the built environment in promoting health and wellbeing</i>.</p>	<p>Research community, Industry, General public, Policy makers, Tech, Investors</p>
<p>AAL Forum: Annual event for the community of healthy ageing to reflect on the future of ageing well in the digital world.</p>	<p>Presented and promoted URBANAGE in front of 700 delegates from a range of different fields and domains.</p>	<p>Research community, Industry, Policy makers, Investors, Customers</p>
<p>European Big Data Value Forum 2021: Flagship EU Big Data and Data-Driven AI Research & Innovation community event organised by BDVA and the EC (DG CNECT).</p>	<p>ENG promoted the URBANAGE project both through its marketplace and through its Virtual Booth accessible by the participants registered for the event.</p>	<p>Research community, Industry, Policy makers, Tech, Customers</p>

4.2.3 Publications

As the first public deliverable from the project was released in October 2021, the scope for publishing original research from the project was limited. Year 2 and 3 are crucial for the projects research partners (TEC, IMEC, UH) in publishing project results. Upcoming publication opportunities include:

Table 4: Forthcoming publication opportunities

Opportunity for Peer Reviewed Papers	Submission Deadline	URL
The European Conference on Aging (EGen): Call for papers on wide range of topics related to aging and technologies	Early bird submission 25 February or general submission in April	Call for Papers - The European Conference on Aging (EGen) (iafor.org)
(en)gaging Conference: Call for academic papers on 'ageism and the technology gap'. Successful papers to be presented in Prague in June 2022.	500 word abstract and bio due 15 March 2022	Home (en)gaging! (engagingprague.com)
Sixteenth International Conference on Digital Society (ICDS): Call for papers on a wide range of themes related to URBANAGE. Successful papers to be presented in Portugal in June 2022.	Abstract submission 12 March 2022	ICDS 2022, The Sixteenth International Conference on Digital Society - Call for Papers (iaria.org)
IEEE Computer Society: Call for papers for special issue on smart and circular cities. Will be published in December 2022.	6,000-word paper due 30 March 2022	Call for Papers: Special Issue on Smart and Circular Cities (computer.org)
MDPI: Call for papers for special issue on ICT enabled participatory urban planning and smart governance.	Need to register for details. Submission date 30 June 2022	Smart Cities Special Issue : ICT Enabled Participatory Urban Planning and Smart Governance (mdpi.com)
Springer Review of Regional Research: Call for papers for special issue on population aging and regional science	Full paper due 30 June 2022	Review of Regional Research Call for papers - special issue: population aging and regional science (springer.com)

In addition to the opportunities above, 21c and AIV have secured as part of the DUET project, a deal with **Springer Scientific Publications** to write a book on local digital twins. URBANAGE partners will be invited to collaborate on specific chapters/papers related to URBANAGE's own goals as part of the clustering (see below) dissemination efforts.

4.2.4 Clustering

URBANAGE has laid the foundations to help extrapolate the maximum value from its results by focusing on a number of different cluster groups:

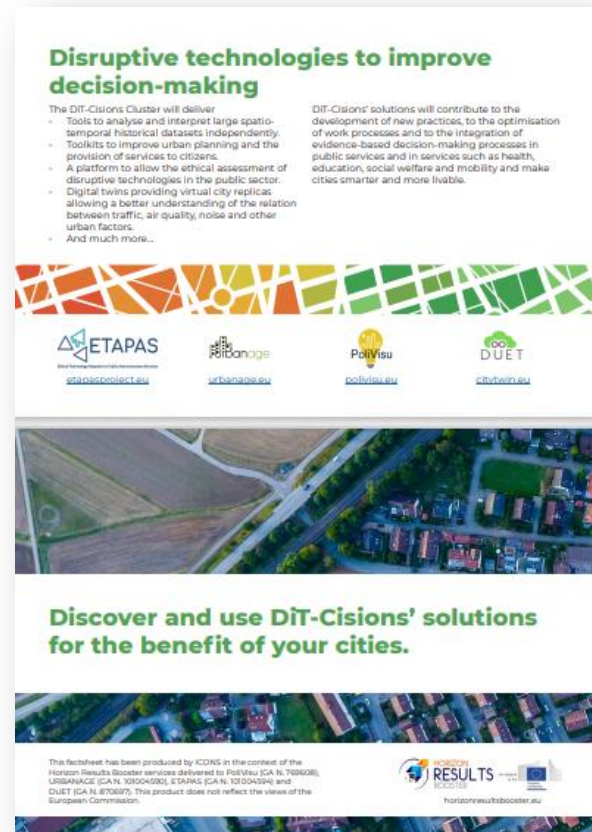
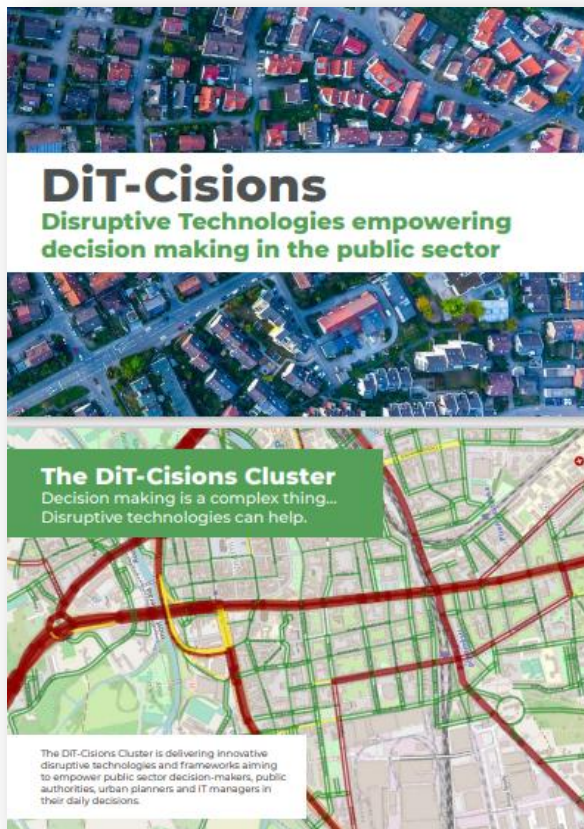
Horizon Results Booster: URBANAGE teamed up with the DUET, PoliVisu and ETAPAS projects for the EC Horizon Results Booster programme.² Together, the cluster successfully won a place on Module B of the Service: **Portfolio Dissemination & exploitation Strategy** which *helps clusters to design and execute a portfolio dissemination plan*. Since award URBANAGE has completed several forms about the project, its goals and stakeholders, and participated in several management calls with the other projects and Booster experts.

Currently the cluster is providing feedback on the cluster name, factsheet and video that is being created by the Booster Experts to support a joint dissemination plan. The next step involves participation in capacity-building dissemination training courses provided by the Booster. URBANAGE is particularly interested in:

- Copywriting and content creation course
- Communicating to policy and decision maker's course

² <https://www.horizonresultsbooster.eu/ServicePacks/Details/6>

Figure 14: First draft of the Cluster Factsheet – the name will be changed based on feedback by URBANAGE and DUET



Upon completion of the courses, joint dissemination activities will be undertaken, the results of which will be reported in the next version of this Dissemination, Communicating and Networking Report.

Data Driven Policy Making Cluster: Through representation by ENG, AIV and 21c on other projects URBANAGE has access to a cluster created by DT-12-Governance projects. This cluster ran a successful 2-day online conference on data driven decision-making use cases and tools and URBANAGE was mentioned by the other projects in their presentations. As the subject matter closely aligns with URBANAGE goals and the fact that several of the projects in the cluster are closing in 2022, URBANAGE proposes to join and carry on the success of the initiative along with the other remaining projects.

Figure 15: Inaugural Evidence Based Policy Making Cluster which URBANAGE proposes to join



Individual Projects: Cooperation with other projects it's of high importance as all the involved projects can mutually benefit, from sharing results and disseminating opportunities to running joint workshops or share exhibition space at European conferences. Below are some examples of projects with which URBANAGE is collaborating or planning to collaborate:

- The **DUET** and **URBANAGE** consortia are exploring possibilities to collaborate and create a common platform that leverages outputs and results from both projects. Discussions are in early stages, but the potential benefits of a collaboration include: greater dissemination and exploitation reach, simplified offerings on the market for cities, ability to share training offerings and not reinvent the wheel.
- **Hands-on SHAFE**³ will develop appropriate training packages and tools that foster community participation to achieve social inclusion and better quality of life for people of all ages.

4.3 Exploitation (ATC)

Exploitation activities kick-off in this phase with the goal to undertake market analysis and business model development.

³ [Hands-on SHAFE | \(hands-on-shafe.eu\)](https://hands-on-shafe.eu)

4.3.1 Market Watch Activities

An initial Market Analysis has been conducted, with aim to gather and present information about: A) Existing Approaches for Urban planning & Urban transformation, B) Relevant existing products in the Market, C) Key Market Players, D) Existing Research projects.

The audience –as a receptor- of the Market analysis, includes municipal governments, local and regional public authorities in the European Union as well as public servants. An excel spreadsheet (Figure 16) has been used for gathering all the information and organizing the different categories of the plan, for the market analysis.

Figure 16: Template for Initial Market Analysis

Key Market Players			
Cisco Systems (US), IBM (US), Siemens AG (Germany), Microsoft (US), Hitachi (Japan), Schneider Electric (France), Huawei (China), Intel, (US), NEC (Japan), GE (US), Fujitsu (Japan), Oracle (US), SAP SE (Germany), Ericsson (Sweden), ABB (Switzerland), Honeywell (US), Google(US), AWS(US), AT&T(US), Nokia(Finland), Vodafone (UK), Itron (US), Verizon (US), Accenture(Ireland), TCS (India), and Alibaba (China).			
Existing Research projects			
	Projects' Name	Link	Info
RESEARCH PROJECTS AND GROUPS On-going urban research projects within the University of Helsinki	OGC Innovation Program	https://www.ogc.org/programs/id	The recommendations and outcomes of the Location Powers Summit will now feed into OGC's Innovation Program, where OGC Members come together to solve just these types of geospatial challenges via a collaborative, agile process. Indeed, the Innovation Program has been maturing relevant technological concepts, such as smart cities, urban platforms, and system-of-systems approaches, through previous Testbeds, Pilots, and Initiatives including ESPRESSO, The Smart City Interoperability Reference Architecture (SCIRA) Pilot, The 3D IoT Platform for Smart Cities Pilot, and more.

4.3.2 Results

The results of the analysis, will be presented in detail within a dedicated deliverable - D7.8 Business and Exploitation Scenarios (initial) due in January 2022.

4.4 Standardisation (AIV)

The high-level standardisation goal for the start of the second phase is to link the technical work of the project with the standards community.

4.4.1 Linking Activities

Based on the URBANAGE overall architecture and standardisation plan, the technical partners involved in URBANAGE are scrutinising the use of specific standards in the technical design. Based on this exercise, contacts with the relevant standardisation organisations will be further established. The appropriate tasks in this context are: T3.1 Data Management layer, T3.2 AI algorithms and simulations, T3.3 Big Data analytics, T4.1 Urban Digital Twin (UDT) structure and definition, T4.2 UDT modelling and mapping, T4.3 Geospatial analysis, T4.4 Solutions accelerator, T4.5 Presentation and visualisation services, T5.1 Technical specifications and platform architecture and T7.4 Standardisation to act as a liaison between the technical partners and SDO's.

4.4.2 Ongoing activities

In the context of the design of the Data Management Layer (WP3), particular attention is paid to NGSI-LD and DCAT-AP standards. The first has been chosen for the representation of the data managed by the Data Management Layer; the second for the representation of the metadata of the dataset realised leveraging the managed data and for the representation of the metadata of datasets offered by sources (e.g., Open Data Portals) that are "external" to the URBANAGE Platform, but that can offer useful data.

The NGSI-LD defines the structure of context information supported by an NGSI-LD compliant system. Indeed, this standard specifies the data representation mechanisms that shall be used by the NGSI-LD API itself and the structure of the Context Information Management vocabularies to be used in conjunction with the API. The main constructs of NGSI-LD are entity, property and relationship.

DCAT is an RDF vocabulary designed to facilitate interoperability between data catalogues that are published on the Web. DCAT enables a publisher to describe datasets and data services in a catalogue using a standard model and vocabulary that facilitates the consumption and aggregation of metadata from multiple catalogues. DCAT-AP, which stands for DCAT Application Profile, is a specification based on DCAT for describing public sector datasets. by the exchange of descriptions of data sets among data portals its basic use case is to enable a cross-data portal search for data sets and make public sector data better searchable across borders and sectors.

Regarding task *T3.2 AI algorithms and simulations*, several specific standards are being studied and scrutinized in order to be adopted for the technical developments. More specifically, Open Street Maps, essential for building the street map of the city; GTFS files, crucial for obtaining information about public transportation routes ; or elevations of the street in Geotiff format are some of the standards that are being studied.

Regarding the architecture of the platform (T5.1), use of standards is focused on those of each component, where we will try to work with all possible standards in order to speed up the work and its subsequent maintenance.

Regarding the pilot cases, SANT has provided information about the currently used standards and checked if the proposed standards are suitable for its needs and capacities. In the case of Helsinki, FVH and UH-DGL have continued their focus on employing open standards throughout the work. This manifests both in using, e.g., geographical data in defined open formats, e.g., by the OGC (Open Geospatial Consortium), and sourced from open data sets, e.g., OpenStreetMap and the open data published by Helsinki city administration as well as by other regional, national, and European bodies of government or administration. In line with their history of adhering to Open Science principles, UH-DGL also strive to publish all resulting (and relevant intermediary) data sets as well as tools developed during their research, in an openly accessible way. A new methodology needs to be set up to calculate the green comfort index for the Flanders pilot case. Semantic standards (OSLO - vocabularies and application profiles organised according to the Resource Description Framework - RDF) on the composition of different elements can be used. The standards can be applied to measure the elements but don't contain at this moment all the needed information to serve the pilot cities. A global alternative is Open Street Map (OSM). Together with a worldwide comprehensive data model of the physical features on the ground, the OSM initiative includes a publicly accessible database and several maps. The completeness and timelines depend on the local communities of volunteers and are heterogeneous. The approach is to start with OSM data and complement or replace them with local semantic data of the public domain in Flanders when available. For the second Flanders use case, data can be collected via MAGDA services. MAGDA is a product from the Flemish government that provides cities and towns with data stored in authentic sources owned by governments. Alternatively, the required data can be obtained using Open Data from statistical bureaus.

5 Revision of Dissemination Strategy

5.1 Review of KPIs

A set of KPIs in the project's description of action (DoA) and the Impact Realisation Roadmap (D7.1) were designed to provide a guide to help monitor Work Package 7 and keep it on track. The table below uses a traffic light status approach (Red, Amber, Green) to simply show progress status. The table shows that URBANAGE has met and exceeded some of its KPIs, whilst others require more focus. A plan to achieve targets and get 'amber' items back on track is provided within this document and in the comments section of the table below.

Table 5: Key Performance Indicators

RAG Status	Activity	3 Year KPI Target	Achievement Y1	Comments
Amber	Website	>1,500 yearly visits	726* visits in 11 months	All comms to drive traffic to site. Content plan and more postings and outreach.
Green	Social Media	>150 followers	100 Twitter 263 LinkedIn	On track.
Green	Newsletters	1 per year	1	Goal to send 3 in Y2 to coincide with key results.
Amber	Press Releases	3	3	Plan was to coincide with key results in Y2 and Y3
Green	Collaborations/ Clustering	5	3 Clusters	Build on existing clusters in Y2.
Green	Brochures	3	1 tri-fold & 3 postcards	On track, new versions due shortly.
Green	Roll-Up Banners	3	2 Roll-ups	On track.
Green	Publications	6 Open Access 10 Conference Papers	1 Conference Paper	No publications were planned for Y1 as first public deliverables were due in M9 and M12.
Amber	Posters	1 - 2		Plan to coincide with conference presentation in Y2 and Y3.
Green	Videos	3	2 stakeholder videos for EWRC and 1 video of our EWRC Event	General explainer video in progress for February 2022. Feature videos planned of Ecosystem for later in year.

Green	Events attended	5 per year	13 Events presented at	On track.
Green	Own Events	9 local/national workshops 1 international workshop 1 policy round table	3 local pilot co-design workshops 1 Int. (EWRC) 0 round tables	Local events to start in 2022. Policy roundtable to be prepared as part of cluster group.
-	Sustainability	3 new cities interested in URBANAGE solution	-	n/a for this period.
Green	Standardisation	Contribution to min of 2 external working groups	Partners on multiple working groups	On track.
-	Final Conference	1	-	n/a for this period.

*This number was in Dec 2021, at the time of writing this deliverable. Officially Y1 of URBANAGE project ends in 31 Jan 2022.

5.2 Lessons learned

Specific lessons the communications team have learned during the last year include:

Social Media

- **Make it personal:** The social media posts that feature URBANAGE partners' individual names (not just organisation names) tend to get the most engagement.
- **Visual Face appeal:** Use of close-up happy people photos in the social media graphics also attract more likes and engagement.
- **It's okay to repeat yourself:** Other successful accounts repeat post the same messages multiple times a week (at different times), an approach URBANAGE should adopt.
- **Social media tools are there for a reason:** As more individuals, projects and businesses are on social media, it's harder than ever to grab people's attention. Social media tools should be embraced to help create a variety of content to convey URBANAGE messages and results.
- **Be direct:** The majority of posts should direct people to relevant parts of the URBANAGE website, especially as result content is added.

Events and Networking

- **Don't leave potential links on the table:** People are inundated with email information and less likely these days to sign up for newsletters. Need to find incentives to encourage people (especially virtually) to visit the website and sign up for news.

Website

- **We are all in it together:** All partners need to be involved in content creation/news around their expert area so the Communications Team have plenty of information to share/push/discuss with stakeholder groups.
- **Detail is key:** Google no longer automatically provides user demographics in its analytics, this is now a feature that needs to be expressly turned on.

5.3 Recommendations for Next Phase

For the next phase, based upon the lessons learned, the following recommendations will be put into place:

- **Always Have a Call to action:** Ensure all material/messaging direct readers to the relevant section of the URBANAGE website, not just the home page.
- **Establish a Content Plan:** Create a plan for content creation that involves the whole Consortium providing information about projects work and results in a manner that resonates with different audience groups
- **Enhance Measurability:** The team have switched on more detailed demographic gathering in their analytics software which will help understand if we are reaching our target audience.
- **Provide Incentives:** Take a leaf from private sector campaigns and look at running a competition with a prize for relevant people following/linking with URBANAGE on social media, or cocreating a piece of content/exploring an idea.
- **Variety:** Adopt a wider range of materials for communicating and disseminating key messages and results, such as short video snippets, infographics, briefs, factsheets etc to capture people's attention.
- **Social Media schedulers:** To help extract maximum value from content, pre-scheduled messages will be programmed for re-posting across the week. This will free the Comms Team time to engage with others posts and discussions on a daily basis.
- **Explore LinkedIn features:** LinkedIn has proven itself to be the easiest way to target specific target users (especially when face-to-face events are limited). The Comms Team will evaluate the additional value of paying for premium features which may accelerate the speed and reach of how URBANAGE spreads impact.

6 Plan for Phase II

6.1 Objectives

Phase II already started in year 1 and will continue until M30 with its original goals:

- **COMMS – General Campaigns:** Promote key actions and results on website and social media.
- **DISSEM - Targeted Campaigns:** Promote results with specific stakeholders.
- **EXPLOITATION - Market Focus:** Undertake market analysis and business model development.
- **STANDARDS - Act as Envoy:** Link technical work of the project with the standards community.

Sub objectives will be created per communications/dissemination campaign.

6.2 Planned Activities

6.2.1 Communication

URBANAGE will continue with its existing communications campaign, bringing in new hashtags and images to freshen up the visuals. The messaging at this stage remains the same, but is expected to be revised in late Spring to support both piloting activities and wider dissemination efforts around the launch of the URBANAGE Ecosystem Prototype (D5.3).

6.2.2 Dissemination

Dissemination activities will consist of a mix of planned and ad-hoc activities dependent on the results achieved by the project and the pilots.

(a) Targeted Campaigns

At this early stage URBANAGE has three targeted campaigns planned for the year ahead:

1. Older People Engagement: Using the content withing *D2.2 User Engagement Guidebook & Strategy for senior citizens* messages and materials will be created to showcase the importance of engaging older adults in policy and urban planning and provide recommendations to others on how to do so.

Stakeholder	Proposed Content
User: Urban Planners	Guidance Fact Sheet, Social Media Graphics, Presentation
User: Policy Officers	Policy Brief, Brochure
Influencer: Media	Press release

2. Disruptive Technology for Age-Friendly Cities: This campaign will be based around the launch of *D5.3 URBANAGE Ecosystem Prototype* (Initial) which gives people a first look at the evidence-based support system for urban planning using new technologies. Content will include demos, blog posts, short video clips of functionalities as well as contributing to a website FAQ around the subject matter.

Stakeholder	Proposed Content
User: Urban Planners	Demo, Videos, FAQs, Social Media Graphics, Presentation
User: Policy Officers	Video, FAQs
User: ICT Manager	Demo, Standards Blog, GitHub Info
Influencer: Media	Press release

3. Women in Gov-Tech: As a value add to the project in-line with URBANAGE and the EC's values of inclusion and empowerment, URBANAGE has teamed up with the STEM Discovery Campaign (<http://steamit.eun.org/category/stem-careers>) to help raise awareness of women working in tech and to encourage young women into tech careers. Every 2 months URBANAGE will publish a career sheet created by one of the project's female team members on both the URBANAGE website and the STEAM(IT) portal. These sheets will be used by teachers and students in classrooms across Europe.

Stakeholder	Proposed Content
Influencer: Other Projects	Interview sheets

(b) Events

In addition to (i) presenting results at conferences and events run by others (regularly captured and listed in the dissemination database on Teams) and (ii) hosting local stakeholder events as part of the pilots, URBANAGE will take control and run its own international events. For 2022 these are envisaged to include:

- *Webinar to support the UN International Day of Older People*: URBANAGE will create, promote and host a 45-minute webinar using Zoom to discuss the concept of age-friendly cities and showcase the work of the pilots towards this goal. The target audience will be public sector planners and policy makers. Pre-registration will be enabled for the webinar to help the comms team keep track of numbers. 3 speakers from the pilots, 1 from the tech team and a moderator will participate in the event. The event will be held on the UN International Day of Older people on 1st October 2022.
- *Dissemination Cluster Conference/Roundtable*: URBANAGE proposes to host a 1 day (or 2 half days) conference dedicated to the use of new technologies for more inclusive, evidence based urban planning. The event will be co-created with one or more of the Clusters the project has established contact with, and will provide a unique opportunity for the projects to share knowledge and widen their target audience reach through joint efforts. The event will be held in November or December 2022.

(c) Publications

Publication opportunities and ideas for paper themes will be discussed at the bi-monthly project meetings held online, using the table of calls for papers provided in this document as a starting point.

6.2.3 Exploitation

Undertake market analysis and business model development

The Exploitation team is in data gathering and analysis phase and will provide a first version of the *D7.8 Business and Exploitation Scenarios (Initial) Report* at the same time as this report (M12). Further versions will be provided at the end of the second and third year of operations. The reports will contain an evolving business model outline with joint and individual exploitation strategies for technology pathways with harmonious actions for implementation and clear partner roles. This includes academic publications, policy maker training approaches and knowledge sharing, along with a go to market strategy for URBANAGE Ecosystem.

6.2.4 Standardisation

Link technical work of the project with the standards community

Continuation of participation in standards related events and discussions will be captured as they take place ready for inclusion in *D7.7 Standardisation Plan and Report (Final)* due in M33.

The second '*Kit for Partners*' provided in Appendix B provides a timeline of activities and expected actions (content plan) for all URBANAGE partners to follow over 2022.

7 Conclusions

This deliverable provides an overview of the initial Communication, Dissemination and Networking activities undertaken within *WP7 Sustainability and Awareness* during the first year of the project. The first half of 2021 was devoted to preparation of the website, 4 project deliverables, communication material including logo, master presentation, postcards, banners, stickers before launching coordinated communications activities including creating and preparing the European Week of Regions and Cities workshops, social media campaigns and presence at other conferences. Outreach to networks has mainly taken place online due to Covid-19 restrictions, but the Consortium remains hopeful that more events will be held face-to-face in the year ahead.

Results from the initial awareness raising activities have been reasonable, but more can and will be done to increase the reach of awareness raising campaigns across Europe and encourage visitors to the website (in order to catch up with the expected KPI target). Tactics include embracing a wider range of materials, embedding strong calls to action within content, and ensuring the support and participation from all partners in achieving goals through the creation of a content creation plan (see Appendix B). The table below provides a high-level assessment of stakeholder engagement status.

Table 6: High-level assessment of stakeholder engagement status

	<i>Users: Urban Planners, Policy Makers & ICT Managers</i>	<i>Enablers: Data Owners, Infrastructure owners, Standards Bodies</i>	<i>Influencers: Media, EC, Other Projects and initiatives</i>
Summary of Activities to date	<ul style="list-style-type: none"> Engaged Groups on LinkedIn Gained followers on Twitter Presented at conferences Shared news via website Ran interactive workshop 	<ul style="list-style-type: none"> Reached out to Standards Bodies through Partners Consulting standards for URBANAGE Ecosystem development 	<ul style="list-style-type: none"> Set up Booster Cluster Contact with DD Policy Cluster Met with Living-in.eu Spoke at National Gov events Joint action with other projects
Analysis	Established an initial foundation of relevant networks through which to share forthcoming results.	Links have been made through Project Partners to relevant standards bodies and experts.	Strong Clusters established around evidence supported policy making. Ready to continue joint dissemination activities in 2022.
Focus moving forward	Focus needs to now be on (i) growing the ecosystem and (ii) providing relevant and valuable content to users and encourage them to interact with URBANAGE.	Need to identify any standards gaps or issues around URBANAGE cocreated policy making ambition and bring relevant experts together to help resolve.	Actions include EC Booster training on how to communicate with policy and decision makers to co-create joint policy briefs along with the development of shared conferences/webinars.

Moving forward dissemination campaigns will centre on 2 key deliverables (*D2.2 User Engagement Guidebook & Strategy*, and *D5.3 URBANAGE Ecosystem Prototype*) plus the outputs of the pilot's work. Pilots will be encouraged to provide updates for the website, and newsletters on a regular basis.

The KPI the project needs to give most attention to is that for publications. 6 Open Access publications, and 10 conference papers must be completed in the next 2 years. Research partners TEC, IMEC and UH are responsible for meeting this target with the support of the WP7 team and other partners. A list of upcoming opportunities is provided within this deliverable

8 Annex A: EWRC Event Preparation

Workshop Description

People are living longer. In the next decade 1 billion people across the globe will be 65 years or older with the majority living in cities. Longer urban-based lives need to be urgently planned for by local authorities. Digital Twins are a game changer in utilising data to achieve more inclusive, age-friendly cities. In this workshop participants will learn from the experiences of Helsinki (Finland), Santander (Spain) and Flanders (Belgium):

- Techniques for lowering barriers to older citizen engagement
- Key ingredients for effective co-design
- How to use Digital Twin technology to leverage citizens needs

Milestones & Key Dates

- **Milestone 3** - 19 August: deadline to update speakers & moderators
- **Pre-September**: Communications campaign to drive workshop registration
- **12 September** - Videos sent to 21c (All)
- **15 September** – Call with team to go through transitions and address questions (All)
- **21 September** - Edited videos available on Teams for review (21c)
- **30 September** – Presentations received and script in place for smooth transitions (21c)
- **Milestone 4** - 11-14 Oct: EWRC Conference
- **End Oct** - Upload report from event to the CMS (21c)

Structure of Session

Component	Name	Time	Presentation/Background	Content Received?
Video - Powerful introduction to importance of age friendly, inclusive cities	Tufts Health Foundation Video	1.5 mins	Building Age-Friendly Communities - YouTube	Yes
Welcome & introduction to the session and the speakers	Moderator: Roberto Di Bernardo	3 mins	Slido: Question to form a baseline of people's knowledge	Yes
Video Testimonial 1 - Urban Planner/ Policy Maker describing what makes a cohesive and inclusive city	Santander	2 mins max	Video	Yes
Speaker 1: Introduction to planning challenges for aging populations faced by urban administrations.	Felipe Perez-Manso , Cllr for Innovation Santander	10 mins	Automatically start presentation after the video. (5 slides max)	Yes

Video Testimonial 2 - Older Person explaining how they can feel disenfranchised in city life	Helsinki	2 mins max	Video	Yes
Speaker 2: - Introduction to Urbanage goals to use disruptive technologies to enhance inclusivity of planning processes and help shape the urban space.	Patricia Molina Costa PhD , Urban Regeneration Lab Senior Researcher, Tecnalia	10 mins	5 slides max	Yes
Video Testimonial 3 - Older person describing their feelings after participating in first UrbanAge focus group	Flanders	2 mins max	Video	Yes
Speaker 3: Intro to the Urbanage engagement roadmap and guidebook. Showcase results of the first steps in the projects approach to democratic engagement and meaningful participation of older people	Nhu Tram , Project Officer, AGE Platform Europe	10 mins	5 slides max	Yes
Speaker 4: Showcase results from MUARG work and provide inspiration of where we can go, and what can be achieved.	Dr Tine Buffel , Director Manchester Urban Ageing Research Group (MUARG)	15 mins		Yes
Panel discussion on inclusive democratic policy making, Q&A from audience.	Moderator: Pavel Kogut	20 mins	Set of pre-agreed questions, plus questions from the audience.	Yes
Wrap up remarks	Moderator: Pavel Kogut	5 mins	Slido: question to see how views/knowledge has changed	Yes
Video Testimonial 4 - Close with call to action for all cities to practice more inclusive engagement	Roberto Di Bernado , Engineering	1 min	Video	No – now doing in person

Video Preparation

About

- 4 videos from URBANAGE Pilot Site stakeholders to highlight need for age-friendly cities
- Videos may be in native language, but subtitles will need to be provided
- Videos may be between 30 seconds and 1.30 mins in length
- Please provide additional footage of city/surroundings alongside person talking
- 21c will edit the videos

Making a Video Testimonial

- If you have no professional equipment, use a smart phone, you can still get great results
- Find a quiet place with nothing distracting in the background
- Check lighting – its best to set interviewee up facing a window, cloudy days work well
- Use a tripod or phone stand for filming to remove shake
- A plug-in microphone for the phone will be useful in order to get clear quality audio
- IMPORTANT - Remember to film with the phone in horizontal position
- Film a close-up of person being interviewed
- Set auto focus by pressing on the subject on screen – a square will lock auto focus
- The interviewee should look into the screen
- The video is not a pre-recorded speech but it should tell a story
- The speaker should look avoid jargon and acronyms
- Ask open-ended questions e.g., ‘what was your experience of... how do you feel about... what does the future hold for you now...?’
- Please ask them to wait a few seconds before answering (for editing purposes)
- Please keep the video short 2 min max
- Oh, and please ensure you have the participants permission to use their film for the project

9 Annex B: Kit for Partners Phase II

This kit provides updated guidance to the consortium on how to promote and scale awareness about URBANAGE during the next 12 months. The idea is that the most appropriate tactics, channels and messaging are packaged together with tailored dissemination material (e.g., brochures, press releases) to consolidate partners' efforts in spreading the word about URBANAGE. The first kit was included as an appendix in the roadmap (D7.1), materials and messaging in that document are still relevant. Content in this kit will supplement rather than replace these materials.

Tactics

In the coming months, awareness raising activities will rely on four main tactics:

Traditional

- Flyers: brochures to leave at local events, smart city and urban planning offices etc. This tactic is dependent on Covid-19 restrictions and ability to visit workplaces, sites and conference events.

Online

- Press Release: to be sent out based on key deliverable results.
- Newsletter: special edition focusing on each key deliverable and 1 on the international event.
- Blog: a short blog on the benefits of digital twins for urban policy making.

Social media

- Twitter (@UrbanageH2020): Ramp up from weekly to daily communication of key messages.
- LinkedIn: Post a minimum of weekly and connect with at least 5 others each week.

Networking

- Piggybacking: ask relevant networks and other organisations to promote the project.
- Local and European events: use the URBANAGE slide deck and postcards/brochures.
- Amplification: Tweet at every event and write a short post about the experience so that it can be published on the URBANAGE website and shared through other channels.

12 Month Roadmap

The table below provides an outline framework of planned activities for the year ahead. This is a living plan and new actions and activities will be added throughout the year.

Table 7: Communication Channels

Date	Activity	Lead
Jan	Submit the D7.3 Communications, Dissemination and Networking Report	21c
	Submit D7.8 Business and Exploitation Scenarios Report	ATC
	Submit poster presentation to Living Knowledge Conf	21c
	Start Older People Engagement campaign	21c
	Post blog based on D2.2 Older People Engagement deliverable	AGE
	Invite partners to contribute to Springer book	AIV, 21c
	Provide feedback to EC Dissemination Booster Experts	21c
Feb	Create value proposition statement for the project	21c
	Finalise project information video	21c
	Take part in Dissemination Booster capacity building	21c
	Plan 3 national workshops in pilot sites to support the Ecosystem launch	All/pilots
	Pilots to update website pages	SANT/AIV/FVH
	Start FAQ on project website	21c
Mar	Submit abstracts to relevant paper opportunities	TEC/IMEC/UH
	Prepare campaign material to support D5.3 launch and update the project website	21c
	Launch Women in Gov Tech campaign	21c
	Begin rolling out joint Dissemination Booster plan	21c
Apr	Send out Press Release on Ecosystem Prototype launch	21c
	Tech partners to provide blog on Ecosystem	ATC/ENG
	Start Disruptive Tech campaign activities on social media	21c
	Create project poster about the Ecosystem prototype	TEC
May	Pilots to update website pages on progress	SANT/AIV/FVH
	Review KPIs and adjust Roadmap accordingly	21c
	Create short demo videos of key Ecosystem features	TEC/ATC/21c
Jun	Start sharing videos promoting key Ecosystem features and benefits	21c
	Audit project website and restructure as necessary based on user needs	21c
	Attend and present papers at conferences where submissions successful	TEC/IMEC/UH
Jul	Agree date for joint Cluster International Workshop	21c

	Prepare promotional material for joint Cluster International Workshop	21c
Aug	Update Content Creation plan for the project	21c
	Invite speakers to joint Cluster International Workshop	21c
	Create UN International Day of Older Persons webinar for Oct and promote	21c /all
Sep	Launch registration for joint Cluster International Workshop	21c
	Review and update publication opportunities for Winter 2022/Spring 2023	TEC
Oct	Run webinar to support UN International Day of Older Persons (1 st Oct)	21c
	Create video and blog from webinar	21c
Nov	Run joint Cluster International Event	21c / all
	Prepare joint briefing from the joint Cluster International Event for dissemination	21c
Dec	Participate in Smart City Expo at ENG or TEC Stand	ENG
	Prepare next version of Communications, Dissemination and Networking Report	21c

Responsibilities

Content Creation: All partners need to participate in creating and sharing original content for communication and dissemination. To help aid this, a content creation plan has been created below. This does not include the conference and paper submissions to be undertaken by research partners. The content plan will be added to the Dissemination Database used to monitor progress and discussed with partners during the regular online project meetings. The Content Creation plan will be updated for the second half of 2022 over the summer period.

Table 8: Responsibilities

Content	Owner	Format	Audience	Purpose	Schedule	Status
Older People Engagement Infographic	21c	PDF and Jpeg for use on social media	Urban Planners & Policy Makers	Enhance stakeholder capacity	20 th January	In Progress
Older People Engagement Guidance Blog	AGE	Blog on both AGE Platform Europe, and URBANAGE Website	Urban Planners & Policy Makers	Enhance stakeholder capacity	20 th January	-

Older People Engagement Policy Brief	IMEC/ 21c	Short 2 - 4 page PDF Report based on D2.2	Urban Planners & Policy Makers	Share and send to public sector stakeholders	27 th January	-
Outcomes from Co-creation Workshops News	IMEC/ AIV/ FVH / SANT	Individual news posts with photos on the results of workshops	Urban Planners, Policy Makers & ICT Managers	For use in project Newsletter and Blog	18 th February	-
General project information video	21c	1 minute video	All	Communicate URBANAGES vision and goals	25 th February	In Progress
Local Digital Twins for Urban Planning Blog	TEC	Blog on both AGE Platform Europe, and URBANAGE Website	Urban Planners, Policy Makers & ICT Managers	Raise awareness of local digital twin capabilities	18 th March	-
Ecosystem Prototype Press Release	21c	Press Release with city quotes to promote launch of prototype	Media	For all partners to adapt and share locally, nationally	10 th April	-
Ecosystem Poster	TEC	Research poster explaining how the Ecosystem solution works	Urban Planners, Policy Makers, ICT Managers & Researchers, Public	For use at local events, conferences & social media	22 nd April	-
Ecosystem feature video snippets	ATC / 21c	30 second videos showing key features of the technical Ecosystem solution	Urban Planners, Policy Makers, ICT Managers & Researchers, Public	Stimulate interest in URBANAGE solution	20 th May	-
Master Presentation Update	21c	Updated Master Presentation for use at Conferences	Urban Planners, Policy Makers, ICT Managers & Researchers	Ensure consistent messaging is used by all for dissemination	27 th May	-

Social Media: Please make an extra effort to share your work updates on Twitter and LinkedIn as your organisation and/or personal profiles. Remember to use the project Twitter handle @UrbanageH2020 in your tweets to alert 21c to your post. We will then reshare to amplify impact. Including the hashtags #H2020 #SmartCities will make your post more likely to be engaged with by the European Commission. Other hashtags to be used within your tweets include #urbandesign #citydesign #urbanplanning #inclusion #digitaltwins and #Aworld4AllAges #agefriendlycities. In addition, please follow the project and retweet and comment on the project posts you see.

Networks: Relationships and networks are key to spreading information about URBANAGE and raising interest in the projects solutions and results. Please utilise the networks within your organisation as you outlined within the Grant Agreement to help find opportunities for knowledge sharing and dissemination of outputs from the project (e.g., contribute to a newsletter, take part in a briefing, create a shared policy brief etc.). Update the Dissemination Database and 21c with your results.

Local National events: A KPI of 9 local/national dissemination events to showcase URBANAGE results means that all partners need to support pilot partners in running 1 workshop each in 2022 and one each in 2023. These workshops provide a prime opportunity to launch the ecosystem platform and share results with local stakeholders and the media.

Report on Events and Meetings: If you attended an event and talked about URBANAGE as a panellist, speaker, presenter or even casually to someone (networking) which generated a positive outcome for the project, please report it in the online tool on Teams under WP7 files adding a few sentences about your experience and a photo. We may then help you create a blog from this information and include it in a newsletter. If you know of any future events that are relevant to URBANAGE, please add them to the same database.

Report on Publications: If you or someone you know published an article about URBANAGE, please report it via Teams. Everything counts: blogs, books, scientific papers, social media posts, newsletters, TV appearances, podcasts. If you have an idea for a publication, please bring it up at the project meetings.

Messaging

When communicating with stakeholders, it is important that we use consistent messaging across the different channels. In crafting our messages, we should also consider the needs of (a) the various project stages and support corresponding project activities as much as possible, and (b) the backgrounds of our target audiences. As a rule of thumb messaging should aim to avoid 'consultancy speak' wherever possible so project content is as inclusive as possible.

General Awareness Raising Campaign: Partners are free to make their own posts on social media tagging @UrbanageH2020 so the Communications Team can spot posts and comment/re-share to amplify impact. Alternatively, adoption of the messages and/or graphics provided in D7.1 can be recycled. They are not

repeated here but can be found in Teams. Refreshed graphics with new images focusing on people's faces include:



Europe is aging.
The smartest cities will
be ones that adapt
fastest to be inclusive
of older people with
various needs and
capacities

URBANAGE.EU



LETS CREATE

#AGEFRIENDLYCITIES



Making cities age-friendly benefits everyone
www.urbanage.eu

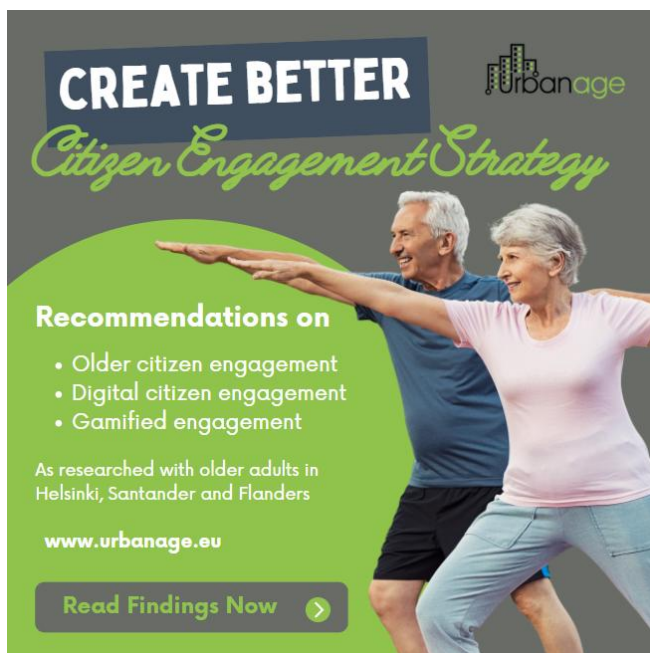




Targeted Campaign - Older People Engagement: The following messages and materials have been created using the content within *D2.2 User Engagement Guidebook & Strategy for senior citizens*. The materials are all branded using the URBANAGE logo and colours but have a darker look compared to the general communications material so the campaign has its own identity.

LinkedIn Messages

Create more sustainable policy with URBANAGE guidelines for inclusive citizen engagement. Read now at urbanage.eu/engagement #AWorld4AllAges #UrbanDesign #SmartCities #UrbanPlanning #AgeFriendlyCities #H2020



CREATE BETTER Urbanage
Citizen Engagement Strategy

Recommendations on

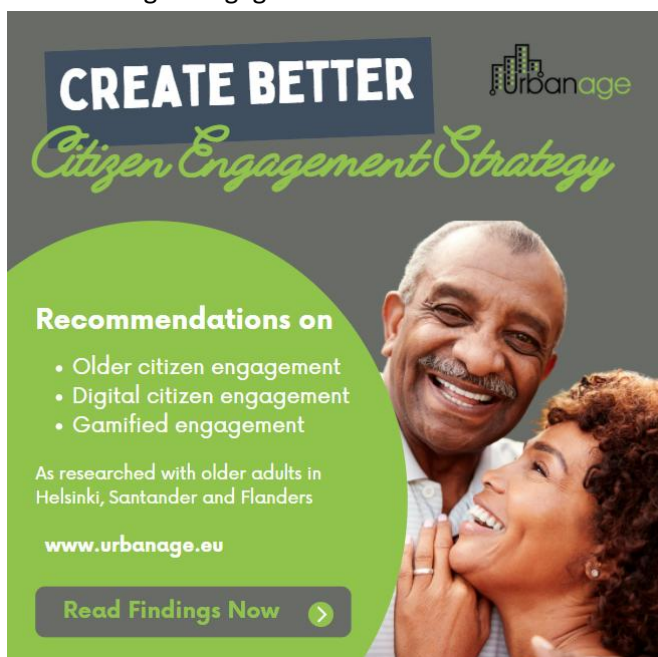
- Older citizen engagement
- Digital citizen engagement
- Gamified engagement

As researched with older adults in Helsinki, Santander and Flanders

www.urbanage.eu

Read Findings Now >

Our Policy Brief on how to better include older people in urban co-design activities is available now at urbanage.eu/engagement #AWorld4AllAges #UrbanDesign #SmartCities #UrbanPlanning #AgeFriendlyCities #H2020 #digitalengagement



CREATE BETTER Urbanage
Citizen Engagement Strategy

Recommendations on

- Older citizen engagement
- Digital citizen engagement
- Gamified engagement

As researched with older adults in Helsinki, Santander and Flanders

www.urbanage.eu

Read Findings Now >

Twitter Graphics

Create more sustainable policy with URBANAGE guidelines for inclusive citizen engagement. Read now at urbanage.eu/engagement #AWorld4AllAges #UrbanDesign #SmartCities #UrbanPlanning #AgeFriendlyCities #H2020



Policy Brief on how to better include older people in urban co-design activities available now at urbanage.eu/engagement #AWorld4AllAges #UrbanDesign #SmartCities #UrbanPlanning #AgeFriendlyCities #H2020 #digitalengagement



Engagement Guidelines Infographic: All

The infographic can be posted on Partners own website, shared via newsletters, sent to networks and included in own social media channels.

GUIDELINES FOR *Citizen Engagement*

Engaging Older Adults in urban planning and policy making is crucial for healthy, happy and inclusive cities. The URBANAGE project developed a set of guidelines for the engagement of older adults. These guidelines are based on:

- (1) Current practices and tools for civic engagement;
- (2) Identification of needs, barriers and opportunities for participation; and
- (3) Analysis of older adults' attitudes regarding gamification and digitization.

OUTCOMES FROM URBANAGE FOCUS GROUPS

In addition to desktop research URBANAGE worked closely with 33 older adults in the cities of Santander, Helsinki and the Region of Flanders to develop and refine **10 Guidelines for Citizen Engagement**.

VARIED LEVELS OF COMMITMENT

While many older adults express a desire to contribute in general, they also note that they easily get demotivated when they are expected to commit on the long term. Additionally, intrinsic motivation and interest in the topics of the activities may also impact whether or not the older adult wants to contribute to these activities.

VALUE PROPOSITIONS FOR TECH

Older adults do not refuse the use of technology, but attach great importance to its practical added value. There needs to be sufficient reason to turn away from more traditional communication and engagement in neighborhood activities. Answering the question why it cannot be done in a traditional way or explaining the advantages of the new technology over the traditional alternative is therefore recommended.

FUN & GAMES

Social contact is the strongest motivator for engagement in games and activities. Thus, it is strongly recommended to introduce and implement these elements in a gamified design for engagement. It must also be noted that the social component should not be presented as a necessity or requirement for participation, as this may exclude a minority of older adults who prefer to contribute to a shared goal without needing explicit social interactions.

SHARED GOALS

While light competition, such as playing certain card or board games, is not rejected by older adults, forms of stronger competition are not considered feasible or desirable by them. Older adults prefer game mechanics that promote collaboration, preferably in small groups where they work together on a path towards a clear, shared goal.

CHECK OUT THE REST OF THE GUIDELINES AT URBANAGE.EU/ENGAGEMENT

THIS PROJECT HAS RECEIVED FUNDING FROM THE EUROPEAN UNION'S HORIZON 2020 RESEARCH AND INNOVATION PROGRAMME UNDER GRANT AGREEMENT NO. 101004590

Engagement Guidelines Policy Brief: Policy Makers

The policy brief reproduces the guidelines created in D2.2 in standalone form. The full deliverable will be included in the project website once approved.



OLDER ADULT ENGAGEMENT PRACTICES

POLICY BRIEF
JANUARY, 2022

This Policy Brief outlines citizen engagement guidelines for the inclusion of older adults in public sector practices and digital tool use for the co-design of public policy.

The guidelines have been generated by a European project called URBANAGE as part of its mission to support urban planners and policy makers in using new technologies to create inclusive, age-friendly cities. Input to the guidelines came from academic research and focus groups with 33 older adults in the cities of Santander in Spain, Helsinki in Finland and the region of Flanders in Belgium.



URBANAGE.EU | @URBANAGEH2020



URBANAGE has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101004590.

NEED FOR AGE FRIENDLY CITIES

CHALLENGE

The number of older people in our societies is growing at a faster pace than any other age segment (source: Eurostat):

- In 2020 more than 20% of the EU population was 65 or over*
- In the next 40 years the number of people over 80% will double
- Working age populations are shrinking due to falling birth rates

Changes in demographics will have an effect on European social and economic systems from mobility and housing to healthcare and benefits. Governments and cities around the world need to prepare to find ways to provide for the needs of an older population.

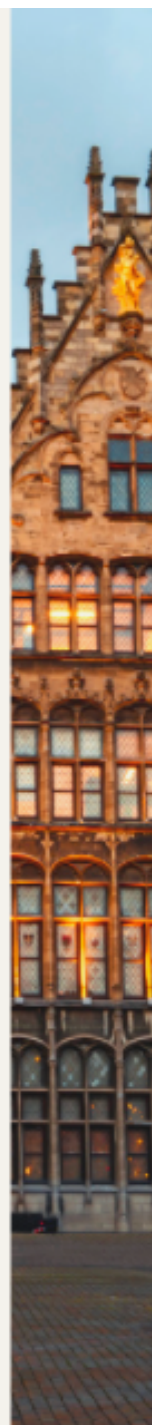
POLICY RESPONSE: USE DISRUPTIVE TECHNOLOGIES TO ENGAGE OLDER PEOPLE IN URBAN DESIGN

Horizon 2020 project URBANAGE has a mission to explore and experiment with new Digital Twin technology to enhance urban planning processes and help citizens enjoy a good quality of life into their old age.

Digital Twins are a synchronised, virtual representation of the real world, connecting and mirroring what is happening in near real-time. They provide a holistic understanding of situations and enable simulation modelling of the impact of different actions which can help urban planners and policy makers experiment safely with ideas and make optimal decisions about services, and policy actions.

Cities and governments have an opportunity to break down existing urban data silos, and build more inclusive and resilient European cities for all. With advances in technology, and political will, there is no reason why Digital Twins cannot support complex, multi-faceted, age-aware decisions. However, technology is not the means to an end. Engaging older people in the cocreation process using data to develop solutions to the challenges they face, rather than the challenges others assume for them, is the key to successfully generating sustainable outcomes. Yet older people face many barriers when it comes to policy participation.

This brief outlines a set of tailored guidelines for engaging older people based on URBANAGE's initial work with 33 older citizens in Helsinki, Santander and Flanders.



INCLUSIVE CITIZEN ENGAGEMENT GUIDELINES

The guidelines below may be adopted to create citizen engagement strategies which improve the participation of older citizens. They are structured as follows:

- General recommendations for older citizen engagement
- Recommendations regarding digital citizen engagement
- Recommendations regarding older citizen gamification techniques

OLDER CITIZEN ENGAGEMENT

Guideline 1: Create an offer of engagement activities to which older citizens with different levels of commitment and engagement can contribute. The older adult needs to be free to choose whether they want to engage in inbound or outbound activities, or non-institutional or institutional activities.

Not all older adults want to contribute on an outbound and organizational level. While many older adults express a desire to contribute in general, they also note that they easily get demotivated when they are expected to commit on the long term. Additionally, intrinsic motivation and interest in the topics of the activities may also impact whether or not the older adult wants to contribute to these activities.

Guideline 2: When older adults engage in long-term commitments, offer a sufficient amount of consistency and structure in terms of structural support and financial resources.

Older citizens who were already engaged in neighborhood-improving activities in the past tend to get demotivated by bad experiences such as diminished or lacking structural support or financial resources, as they become increasingly burdened with responsibilities. Consequently, they may no longer want to commit to future engagement activities.

Create an offer of engagement activities to which older citizens with different levels of commitment and engagement can contribute. The older adult needs to be free to choose whether they want to engage in inbound or outbound activities, or non-institutional or institutional activities.



Guideline 3: Promote self-efficacy. Show older citizens that their efforts to improve the neighborhood have a clear and tangible impact.

Many older adults express a desire to have impact on improving their neighborhood. Hence, making this result tangible and visible for them and other neighborhood inhabitants may create an extra layer of motivation for contributing to their neighborhood. Local institutions are encouraged to provide a consistent bottom-up feedback loop, for instance by providing prompt answers to questions, or by allowing citizens to follow up on the status of their input. This feedback loop is preferably provided on a communicational, executive and policy level, e.g., by clearly communicating the potential impact of future engagement activities in advance.

DIGITAL CITIZEN ENGAGEMENT

Guideline 4: When applying new technologies in citizen engagement activities, clearly state the added value of these new technologies.

Older adults do not refuse the use of technology, but they attach great importance to its practical added value. There needs to be sufficient reason to turn away from the more traditional modes of communication and engagement in neighborhood activities. Answering the question why it cannot be done in a traditional way or explaining the advantages of the new technology over the traditional alternatives is therefore recommended. This can be done by informing them about the practical benefits or the ease of use, and by helping them understand the technology (especially when the technology is still in the early adoption phase).

Guideline 5: When applying new technologies to engagement activities for older adults, communicate transparently about why local policy makers want to apply this technology.

Older adults tend to be skeptical towards new technologies, in part because of a distrust of the underlying motivations inspiring policy decisions or of the underlying economical paradigms. By informing them in a clear and transparent manner on the reasons behind these decisions, older adults can be expected to better understand and accept the new technology.



Guideline 6: Apply dual-track policies. When applying new technologies for neighborhood-improving activities, also offer non-digital alternatives for older citizens who will not, or cannot, use these new technologies.

Not all older adults are capable of using new technologies because of barriers that cannot easily be lifted. These barriers can be practical (no access to an ICT-device) or psychological (resistance to learning new skills, insufficient cognitive capacities or a lack of a supporting social network to assist them in acquiring the necessary skills). By offering only the new technology as a gateway to participation, a significant number of older adults may be excluded or discouraged to participate. The same reasoning can be applied to modes of communication with older adults. Being informed is an important factor in increasing the engagement among older adults, but not all older adults use digital channels. Proper communication flows therefore include both digital and traditional media and channels (e.g. brochures, physical maps, screens in busses, local newspapers, etc.)

GAMIFIED CITIZEN ENGAGEMENT

Guideline 7: Social influence & relatedness should be at the center of the engagement strategy for older adults, as they are the strongest motivator. In contrast, ownership & possession can be disregarded as a core motivational driver.

The findings from the focus groups indicate that the need for social contact is the strongest motivator for engagement in games and activities. Thus, it is strongly recommended to introduce and implement these elements in a gamified design for engagement. However, it must also be noted that the social component should not be presented as a necessity or requirement for participation, as this may exclude a minority of older adults who prefer to contribute to a shared goal without needing explicit social interactions.

Conversely, ownership & possession should not be considered a core component for designing a strategy for engaging older adults, as results indicate that older adults generally care very little about this driver. Instead, they voice feelings of detachment from materialistic objects, which they consider increasingly meaningless or valueless.



Guideline 8: In developing an engagement strategy, collaboration towards a shared goal is preferred as a driver over strong competition

While light competition, such as one experiences when playing certain card or board games, is not rejected by older adults, forms of stronger competition are not considered feasible or desirable by them. Older adults prefer game mechanics that promote collaboration, preferably in dyads or small groups. In addition, their preferred strategy seems to be one where they work together on a path towards a clear, shared goal.

Guideline 9: In setting goals, it is necessary to find the right balance between attainability and challenge difficulty.

Older adults prefer to collaborate towards a shared goal. While there is room for strategic mechanics or creative output as means to reach this goal, it is important to balance the resulting level of difficulty with the right level of attainability so as to not discourage participants. In this respect, we recommend keeping the difficulty level suitable low and limiting the game mechanics to a few easy-to-understand principles to ensure long-term engagement among older adults.

Guideline 10: To keep older adults engaged, it is necessary to highlight the greater cause and to communicate the impact of their input.

Older adults like to contribute to a greater cause, on the condition that the cause is clear and that their impact or contribution to the cause is made explicit. Communicating about the potential impact they may have can therefore bolster their sense of usefulness and increase motivation levels. Additionally, regular updates about the impact of their input or feedback may close the loop and is strongly recommended for ensuring long-term engagement. Lastly, it is important to consider that older adults may experience personal issues (e.g. health or family-related) or time constraints that can prevent them from committing to previous or desired levels of engagement. Thus, we advise to apply flexible and adaptable strategies with respect to time commitments, as well as an inclusive approach to potential health or mobility-related issues.

To view the full research supporting this policy brief visit urbanage.eu



Press Release

Partners to send out through their own channels and networks.

Press Release

New Policy Brief on engagement of older people in urban design showcases need for more open, flexible and collaborative consultation

Tuesday 11th January 2022

Brussels, Belgium. *URBANAGE today issues a new policy briefing critically reviewing the need for the public sector to better engage older adults in the design of more inclusive, accessible, age-friendly cities.*



The Brief titled '**Older Adult Engagement Guidelines for More Inclusive Cities**' authored by URBANAGE finds that aging is one of the greatest societal challenges of our time. Europeans are living longer than ever, and older people are rapidly becoming the largest population in many cities and regions. This demographic shift presents public sector everywhere with new multi-dimensional challenges around health, mobility, economics, and the physical environment. How we create age friendly cities becomes an urgent policy challenge.

As older people have seen vast changes within their environments during their lifetimes, and experience various obstacle to city life on a daily basis, it makes sense that they can bring a unique

perspective and experience to the urban planning process. Yet many older people feel disengaged from policy purposes and undervalued as contributing members of society.

URBANAGE is a H2020 European project on a mission to change the status quo and help create age-friendly cities by using new technologies to put older people's voices at the heart of urban planning. Consisting of a mix of researchers, cities, regions and technologists, the team are engaging with older adults in Helsinki, Santander, and Flanders to co-create enhanced urban planning processes which result in more inclusive policies and services that help all citizens enjoy a good quality of life into old age. A first output from working with older people are a set of guidelines for how public sector can better secure the engagement of older people in their co-design activities.

The proposed guidelines

1. Create an offer of engagement activities to which older citizens with different levels of commitment and engagement can contribute. The older adult needs to be free to choose whether they want to engage in inbound or outbound activities, or non-institutional or institutional activities.
2. When older adults engage in long-term commitments, offer enough consistency and structure in terms of structural support and financial resources.
3. Promote self-efficacy. Show older citizens that their efforts to improve the neighborhood have a clear and tangible impact.
4. When applying new technologies in citizen engagement activities, clearly state the added value of these new technologies.
5. When applying new technologies to engagement activities for older adults, communicate transparently about why local policy makers want to apply this technology.
6. Apply dual-track policies. When applying new technologies for neighborhood-improving activities, also offer non-digital alternatives for older citizens who will not, or cannot, use these new technologies.
7. Social influence & relatedness should be at the center of the engagement strategy for older adults, as they are the strongest motivator. In contrast, ownership & possession can be disregarded as a core motivational driver.
8. In developing an engagement strategy, collaboration towards a shared goal is preferred as a driver over strong competition
9. In setting goals, it is necessary to find the right balance between attainability and challenge difficulty.

10. To keep older adults engaged, it is necessary to highlight the greater cause and to communicate the impact of their input.

Roberto di Bernardo, Coordinator for URBANAGE says “we urge all public sector policy makers to implement the guidelines we have laid out. Every day, despite living in crowded cities, many older people are feeling lonely and isolated from crucial services. We can help adapt technology to be more inclusive and create service insights and tools that assist people in their daily lives, but this task can only be done with the crucial input of the people who will benefit the most. Strategic, sensitive and flexible engagement is key”.

The policy brief can be accessed at urbanage.eu/engagement

Notes to editor:

- URBANAGE has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101004590.